

Message Text

UNCLASSIFIED POSS DUPE

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12

ACTION EB-07

INFO OCT-01 ARA-10 EUR-12 ISO-00 FCC-02 COME-00 L-03 OTP-01

CIAE-00 INR-07 NSAE-00 H-02 /045 W

----- 053619

R 072136Z NOV 75

FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC 8001

INFO AMEMBASSY MEXICO

UNCLAS OTTAWA 4196

POUCHED TO ALL CONSULS IN CANADA

E.O. 11652: N/A

TAGS: ETEL, CA, US, MX

SUBJECT: DELETION OF TELEVISION COMMERCIALS

1. IN DISCUSSIONS THIS WEEK WITH BROADCASTERS AND GOVERNMENT COMMUNICATIONS OFFICIALS TCO WAS TRIUMPHANTLY TOLD THAT USG WAS REQUIRING DELETION OF CIGARETTE COMMERCIALS FROM MEXICAN TV STATIONS CARRIED ON US CABLE SYSTEMS IN CALIFORNIA, ARIZONA AND TEXAS. THEIR SPECIFIC INFORMATION ABOUT THE SITUATION WAS NEGLIGIBLE. HOWEVER, SUGGESTION MADE THAT US WAS ACTING IN HYPOCRITICAL MANNER IN QUESTIONING CANADIAN RADIO-TELEVISION COMMISSION POLICY. EMBASSY HAS NO INFORMATION ABOUT THIS MATTER OTHER THAN BRIEF ACCOUNT OF PETITION BY SPANISH INTERNATIONAL COMMUNICATIONS CORPORATION TO FCC REPORTED ON PAGE 36 OF AUGUST 11, 1975 ISSUE OF BROADCASTING. WE HAVE NOT SEEN ANY DISCUSSION OF MEXICAN BORDER STATIONS YET IN CANADIAN PRESS, BUT WOULD NOT BE SURPRISED IF IT IS TAKEN UP SOON IN VIEW OF AWARENESS OF POSSIBLE PARALLEL ON THE PART OF LOCAL BROADCASTERS.

2. EMBASSY REQUESTS FULL INFORMATION ABOUT USG PRACTICE IN THIS AREA (INCLUDING OUTCOME OF SPANISH INTERNATIONAL'S PETITION) AND, IF ALLEGATION IS CORRECT, GUIDANCE FOR DISTINGUISHING BETWEEN MEXICAN AND
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CANADIAN SITUATIONS. WE SUGGEST THAT A DISTINCTION BASED UPON HEALTH VERSUS COMMERCIAL CONSIDERATIONS

MAY BOT BE ACCEPTED BY CANADIANS AS COMPELLING.
PORTER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: ADVERTISING, POLICIES, TELEVISION BROADCASTING, TOBACCO PRODUCTS
Control Number: n/a
Copy: SINGLE
Draft Date: 07 NOV 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975OTTAWA04196
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750389-0097
From: OTTAWA
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1975/newtext/t19751163/aaaacert.tel
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Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Handling Restrictions: n/a
Reference: n/a
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Review Authority: ElyME
Review Comment: n/a
Review Content Flags:
Review Date: 23 OCT 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <23 OCT 2003 by chicheje>; APPROVED <11 FEB 2004 by ElyME>
Review Markings:

Margaret P. Grafeld
Declassified/Released
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EO Systematic Review
06 JUL 2006

Review Media Identifier:
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Review Release Date: n/a
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Secure: OPEN
Status: NATIVE
Subject: DELETION OF TELEVISION COMMERCIALS
TAGS: ETEL, CA, US, MX
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006